



Quick Notes

from the Idaho Office of Highway Safety

October 29, 2010

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General Message from the Highway Safety Manager

Hi Highway Safety Partners,

This will be a quick Quick Notes as I am headed out the door shortly. It has been suggested that these go out on Monday mornings so we will try that in the future. But I didn't want you to think I forgot you!

I encourage you to take a look and comment on ITD's draft Long Range Plan to Improve Safety, Mobility and Economic Vitality. ITD is in the process of developing its long-range transportation plan, called "IDAHO ON THE MOVE." The purpose of the plan is to develop a long-range policy plan that will provide guidance and a roadmap for the department as it develops its policies, plans and programs. The plan is not a detailed systems plan. It does not list specific projects or investments that the department will choose to fund in the future.

You are invited to review and comment on the department's long-range plan. Comments on the plan will be accepted from October 25 – November 23, 2010. The Board will consider comments during its December Board Meeting. The final plan will be adopted in December as well and will be submitted to Governor Otter by December 31, 2010.

Here's the website containing the draft plan. You will see that safety is one of three drivers in our plan for the future of providing service to Idahoans. I am very pleased with what has been developed!

<http://www.itd.idaho.gov/planning/lrtp/>

Idaho has suffered 183 traffic deaths through October 29. These aren't just numbers. One was an ITD employee. One was related to a highway safety employee. These don't just happen to someone else. In fact, during the ITD Board – ITSC Joint Safety Workshop, Scott Stokes asked the crowd how many had a family member or close friend killed or seriously injured in a traffic crash. The majority raised their hands. This issue impacts so many people in life-changing ways.

And please, always be a safety ambassador by encouraging people to make smart driving choices every time they get behind the wheel.

Mary

Transportation news headlines:

Fatal Auto Crashes Involving US Teens Drop 36% as States Boost Training

[Click to view Bloomberg article](#)

2025: A Lot of Old People on the Roads

[Click to view commentaries in The New York Times](#)



The graphic is a promotional banner for the 2010 NHTSA Thanksgiving campaign. It features a warm, autumnal background with pumpkins and a rustic wooden surface at the bottom. The top section has a yellow background with the text "Check Out the 2010 Thanksgiving Campaign Resources Now" in a bold, dark font. To the left of this text is a circular logo with the text "LIVE IT OR LOSE IT SAT & NIGHT" and a red star. To the right is a small logo for "BUCKLE UP AMERICA" with the tagline "Buckle Up, Save Time". Below the yellow section, the text reads: "Go to www.TrafficSafetyMarketing.gov today or simply click the link below for instant access to the 2010 NHTSA Thanksgiving Travel Campaign Planner. You'll find it jam-packed with promotional tools designed to make holiday enforcement and "Buckle Up America" campaign efforts highly visible — and highly effective." Below this text is a green rectangular button with the text "Buckle up This Thanksgiving" and a small image of a person holding a clipboard. Underneath the button, the text says "Increase Belt Use, Save More Lives". At the bottom, it says "Visit www.TrafficSafetyMarketing.gov today to learn more." In the bottom right corner, there is a logo for "NHTSA" with five stars above it and the website "www.nhtsa.gov" below it.

Check Out the 2010 Thanksgiving Campaign Resources Now

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Buckle up This Thanksgiving

Increase Belt Use, Save More Lives

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NHTSA
www.nhtsa.gov